

About

THE PROBLEM

70% of initiatives fail due to employee resistance. That failure leads to a waste of time, money and opportunity.

THE APPROACH

In research and practice, we found **people-centred initiatives** were more effective than digital messages to overcome resistance to change.

In short:

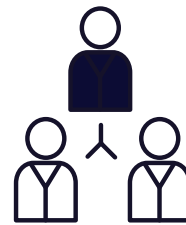
- **60%** of staff **ignore digital messages**
- **34x more** people complete objectives **when** the request is **from a person**, opposed to a digital message
- **People-centred** initiatives secure more inclusive change

THE SOLUTION

Traditional digital methods don't engage people in change. **teamtogether** is a platform that puts people at the heart of transformation, whilst gathering data and insights.

HOW IT WORKS

Build and manage a 'Change Agent Network' using the platform. Create guides for them to host bitesize sessions with their peers on the topic of your initiative.



Change agents access these guides via the app. They also use it to capture feedback, sharing short surveys and resources with participants.



Access all of the data collected via the **teamtogether** dashboard. Gain real-time insights on change programmes and the business in general, allowing for accurate decision making and the success of current and future initiatives.

THE PROOF IS IN THE PEOPLE

Head of Retail @ **Virgin Money**
Paul Titterton

“With the merger of Virgin Money and CYBG, we needed a way to engage all our colleagues with the new brand values. **teamtogether** has been essential to making sure all our staff are living our brand.”

People Transformation Manager @ **Tesco**
Holly Freeman

“With thousands of stores... it's hard to engage our colleagues. Our goal...was to increase digital confidence. Since [**teamtogether**] was so successful, we [have now also] used it to roll out a new pay system”